

HOW TO USE THE CHEVROLET VIDEO CENTER



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About This Guide

This Guide is furnished to Chevrolet dealerships to—

- Acquaint dealership management and personnel with the methods of use, and the usefulness, of the Chevrolet Video Center
- Explain operating requirements and capabilities
- Serve as a training tool to introduce the new equipment to the staff as a whole, or to smaller departmental groups (sales or service)—or to individuals.

To accomplish these purposes, you will find on the following pages some thought-starters and suggestions on where to locate your new Chevrolet Video Center.

This is followed by overviews on how the equipment can be used for selling, training and conducting better meetings.

The sheet headed "CHEVROLET VIDEO CENTER QUICK-REFERENCE OPERATING INSTRUCTIONS" can be readily reproduced, in needed quantities and as often as necessary, on your office duplicating equipment.

There's also a complete Meeting Guide for a dealership launch meeting to introduce and explain how this new communication technology can be used to advantage by both sales and service personnel. A separate Individual's Guide to Using the Video Center, designed for self-study, will be helpful in training new hires and providing needed refresher on a one-to-one basis.

Finally, there's information on troubleshooting procedures and warranty mechanisms. It is strongly recommended that after initial use, you file this Guide where it will be conveniently available for future reference.

Locating the Video Center(s) – Scheduling Considerations

The equipment you've selected for your dealership falls into one of three categories:

- Single self-contained base system
- Base system plus one or more TV receivers and touch pads at remote locations
- Two or more complete base units installed at separate locations (within the same or separate building).

If you've selected the single self-contained base system, you will want to establish a base location wherever you contemplate the greatest use—most probably your showroom.

With the showroom, the service department and the training room located on the same floor of one building, you simply work out your own schedule of the unit's uses—then roll it to where it's needed when it's needed.

If your choice of equipment included TV receivers at remote locations, wired to a single videodisc player, your various remote receiving locations can view the same program simultaneously. Or any designated program can be viewed on any designated receiver according to any schedule you wish to set up. Receivers can, of course, be turned on or off for any particular program—and the program seen on any receiver will be the program running on the player. In planning the central location for your base unit, consider placing it where one reliable person can coordinate its use and be available by phone to have requested videodiscs on the player according to the needs of the various remote locations—as well as on the basis of any established schedules.

If your choice was separate base units at different locations, you, of course, have the utmost flexibility for scheduling. Each unit can carry whatever program you desire at whatever time you choose—and each unit can be rolled to different locations on the same floor within the building.

Using the Video Center for Selling

The Video Center is the most powerful audio-visual sales tool yet to inform and influence customers at point of sale.

It is also the most flexible. Unlike film or videotape, the videodisc provides *instant* access to whatever information or visual demonstration is desired, or is most likely to interest and impress the prospect.

You not only have motion picture and stop-frame capability—but with finger-touch control can review a chosen sequence in slow motion, forward or reverse, or play a frame at a time when you feel this will be most effective with your customer.

The videodisc doesn't have to be played from beginning to end. Any segment can be played, prior to or after any other segment. You can make up your own continuity from whatever is on the disc—custom tailor the sales presentation to the customer and the sales situation.

Elsewhere in this Guide are self-study instructions for taking full advantage of the flexibility and communication capability of the Video Center.

Salespeople need to completely understand how to operate the equipment with a good degree of facility *before* trying to use the equipment with customers. Nothing can destroy a salesperson's credibility with a customer more than a fumbling approach in a key part of the sales presentation.

Here are some ideas for using the Video Center to help sell more successfully:

- There are many ways to get—or entice—the customer to look at the screen. A simple, direct approach will work in most instances: "Here, let me show you something that I'm sure will interest you." Then walk the customer over to the Video Center and begin.
- If a customer challenges a statement you've made—or asks about a specific feature or component—you can lead the person over to the Video Center saying, "Here's proof of that," or "Here's the answer to that question."
- Remember that people have become habituated to accepting information from a television screen. You gain credibility with the customer by showing—rather than just telling or claiming verbally.
- Since all frames on the videodisc are numbered—and there is instant access to any sequence of frames and motion segments—you can make notes of whatever you feel is a sequence or message that can help you sell more effectively. Build your own sales presentation around the videodisc segments and frames that you decide will work best for you. With instant

touch pad control, you can run the frames and sequences in any order you choose. There is a switch on the player labeled "FRM DSP" (frame display). To display frame numbers, simply push this button once. To remove the display of frame numbers push the button once again.

- Use the Video Center to get into a demonstration ride. "Now that you've *seen* the vehicle in action, I'd like you to *experience* it for yourself. I can assure you, you'll be in for a pleasant surprise."
- Use the Center to show models and options that are not in stock.
- Use the Center to slow down the price shopper or to prevent a prospect from walking. "Here's something you ought to see before you make that decision final"—or "You owe it to yourself to consider this"—or any other appropriate words to lead the party over to the Center and utilize videodisc content to reenlist interest.

Practice makes perfect. *Using* the Video Center at every opportunity with customers will help each salesperson develop the most informative and persuasive sales presentation for each type of customer and situation.

Using the Video Center for Training

The Chevrolet Video Center is a new and more effective medium for sales and service training. It gives both sales managers and service managers greater flexibility in using pictures and sound to help train salespeople and service personnel than has ever before been available.

Proper techniques and procedures can be clearly shown and explained in depth, utilizing sound, motion and still pictures in the combination most suited to the instructional purpose. Specific points can be instantly recalled and reviewed until etched in the viewers' minds.

For example, technicians can learn correct procedures for complicated repair jobs quickly and easily by viewing the repair process step by step from start to finish as provided on the discs. Following which the entire process, or any part of it, can be reviewed or instantly recalled, in slow motion or for step-frame viewing of an especially difficult or delicate task.

Both the sales and service training programs coming on videodisc to your dealership will contain quiz segments. These segments are programmed to let salespeople and technicians participate directly in the training review and receive immediate feedback on how well learning took place.

Using the touch pad, the viewer responds to a series of questions. If the answer is correct, the program continues. If the answer is incorrect, the program automatically reviews those segments of the training which contain the correct information. This reinforcement feature makes the Video Center especially useful for individual self-study.

Technicians can learn to do precise repair jobs quickly and accurately the very first time—helping minimize shop comebacks and contributing to Chevrolet customer satisfaction.

Salespeople can with greater ease learn product information and acquire the professional selling techniques that spell success for themselves and the dealership.

As often as needed, training discs can be replayed—to train new hires or to help maintain performance at optimum levels—without the slightest loss in sound or picture quality.

Using the Video Center to Conduct Better Meetings

The flexibility and instant access features of the Chevrolet Video Center, together with the expanded programming planned for this medium, can help dealership management put on better, more interesting meetings.

Whether it's a meeting for sales or service personnel—or for the entire dealership staff—to communicate special news, or for group training purposes, to motivate and stimulate, or a combination of all these purposes, the meeting can be made more effective and attention-holding with videodisc presentational capability and Chevrolet videodisc programming.

In addition to instantly accessing any material in a packaged program, the meeting leader can:

- Stop for discussion at any time
- Review any material, in any desired order, at will
- Slow down the action, play it in reverse, step-frame it or freeze it to a single still or succession of stills.

Sales managers or service managers can use the quiz sections of training units to:

- Test understanding immediately following a presentation
- Serve as a discussion starter before or during the presentation
- Test retention some days after the presentation.

This type of flexibility will make it easier to adapt meetings to local needs, skipping parts that people have mastered, while emphasizing parts that need reinforcement.

The versatility of the medium and programming will make it possible to plan meetings with more varied format—and more frequently build in some change of pace elements.

Dealership Video Center Launch Meeting

This meeting is designed to give dealership personnel an overview of the operation and utilization of the Chevrolet Video Center.

The dealership staff—particularly sales and service—need to understand how easy it is to operate the equipment, and how it better satisfies a variety of requirements from point-of-purchase demonstrations to individual training. Use of the Video Center to its fullest potential is to the advantage of each staff member as well as to the dealership as a whole.

It is recommended that the dealer or general manager put on the meeting to impress the staff with the importance accorded by top management to this new communication/training medium. Or alternately *open* the meeting—make some personal comments as to the importance of good utilization—then turn the meeting over to a manager who's a capable presenter to do the bulk of description. (A good place to turn the meeting over to an assistant is following the row of asterisks on page 12 of the script.)

It's important that the meeting leader who presents the bulk of the description rehearses sufficiently to demonstrate that the equipment can be deftly operated.

Likewise it's important that each individual who will operate the equipment in the normal course of duties gain some practice in operating the player and touch pad. This can be done immediately following the meeting—or on a prearranged schedule at some later time—with someone who knows how to operate the equipment acting as coach to groups of two or three.

Feel free to adapt the meeting to any local requirements. If the presenter is thoroughly familiar with each step of equipment operation, and can put the explanations and descriptions into his own choice of words rather than read from the script, so much the better.

Before the meeting:

- Set up the meeting room so that all the audience can see the TV screen.
- Display large poster of Chevrolet Video Center Quick-Reference Operating Instructions.
- On dealership reproducing equipment, prepare handouts, in sufficient quantities, of Quick-Reference Operating Instructions, page 10 of this Guide.
- Check that the nine-volt battery in touch pad control is functioning. It's a good backup measure to have a fresh battery on hand at all times—batteries ordinarily last a long time but do occasionally need replacement.

Materials needed in meeting:

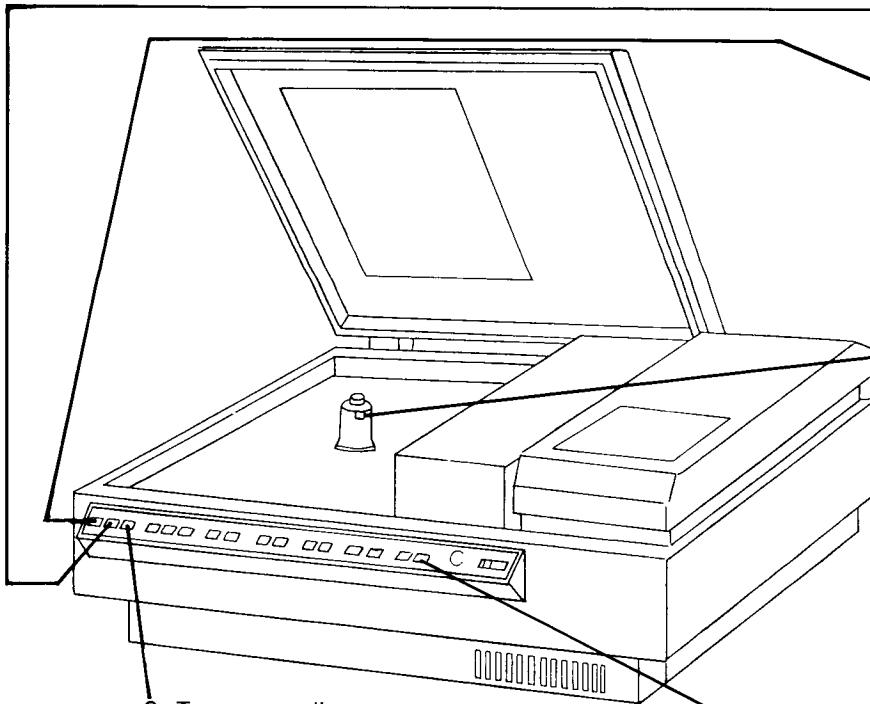
- Base unit Chevrolet Video Center
- Videodisc labeled SIDE ONE—CHEVY CITATION—CUSTOMER SALES PROGRAM—SALES TRAINING PROGRAM
- One other videodisc from initial package sent to dealership
- Handouts described above.

During the meeting:

- Carry out all the operational steps that are underlined in the script.
- Do not read script copy which is in parentheses.

CHEVROLET VIDEO CENTER

QUICK-REFERENCE OPERATING INSTRUCTIONS



8. To remove disc, press
“REJECT” button. WAIT
FOR DISC TO STOP SPINNING!
Press “COVER OPEN” button.
(See Step #2) Grasp the
spindle between your
fingers and pull it up
while pressing the center
shaft down with the thumb
until it clicks. Remove
disc.

1. Press “POWER” button on front of player; allow three minutes warm-up. Also turn TV power on.
2. Press “COVER OPEN” button, lift cover on player.

3. Place the disc on the spindle. Press the two tabs labeled “LOCK” at the top of the spindle until they click. Close cover.

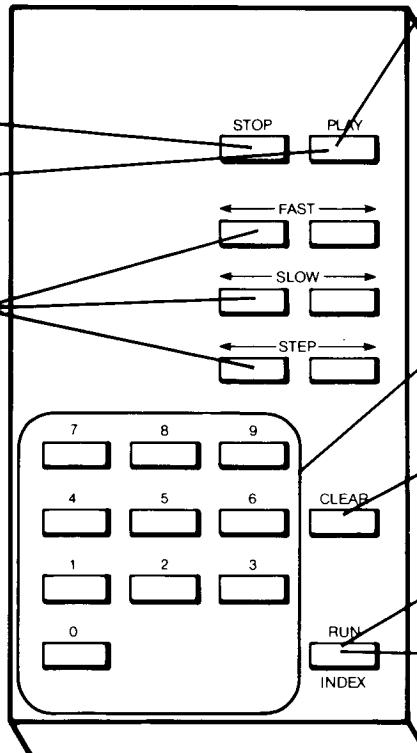
4. Press “PLAY” button on player or remote control to start disc spinning. In a short time the “MAIN INDEX” will appear on the TV screen.

OTHER FEATURES

To freeze action
press “STOP” button

To resume normal
action press “PLAY”
button

For “FAST,” “SLOW” or
single “STEP” action
press:
→ right button for forward
← left button for reverse



REMEMBER

If you use “OTHER FEATURES”
during a programmed sequence
the player will not automatically
return to the index at the end of the sequence;
see step #7.

Do not use “OTHER FEATURES”
during quiz sequences.

5. To select a programmed sequence, press the numbers indicated on the index.

If you make a mistake
press “CLEAR” and start over.

6. To start sequence,
press “RUN/INDEX”
button.

7. The “MAIN INDEX” can
be recalled at any
time by pressing the
“RUN/INDEX” button.

Meeting Leader's Script

Speaker

I want to acquaint you with the Chevrolet Video Center now being phased into our dealership.

Good use of this equipment is important—to *each* of you and to the dealership as a whole.

This system is a significant Chevrolet step to develop a total communication system equal to the strong growth opportunities of the 1980s that Chevrolet has forecast.

It also represents the first industrial use of a videodisc system. So that's another first for Chevrolet and Chevrolet dealerships *within* the automobile industry.

This system will help us in both sales and service. It will increase our productivity by helping us to work smarter, not harder.

The videodisc system was chosen for the communication tool of the '80s because of its significant advantages:

- instant accessibility to a specific message,
- flexibility,
- reliability, and
- programmability.

Some salespeople were reluctant to use the Mini-Theater to overcome objections, point out product comparisons, or show something not in stock, because they had to show an entire cartridge in order to get a few minutes of information.

What was needed was instant access. Ford, Chrysler, Fiat and Datsun have all gone to some sort of videotape setup in hopes of speeding up access.

A survey of these dealerships showed that videotape was indeed quicker than watching a thirteen-minute Mini-Theater cartridge, but the prospect still had to wait up to four minutes to access specific information.

Chevrolet thought that having a prospect staring at a blank screen for that amount of time was unacceptable.

Another serious weakness of videotape is that it stretches and wears out—affecting picture quality and making it hard, if not impossible, to access a specific frame. Nor can you get a good, clear still frame with videotape.

We all know that a prospect's confidence in a salesperson can be easily destroyed if he fumbles his way through the sale.

What was needed was a machine that lets the salesperson stay in control of the sale. Something with instant access, as simple to run as a pocket calculator.

The videoedisc system fits the bill perfectly. It has instant access to any information on the disc within four seconds. *And it IS as simple to run as a pocket calculator.*

(MEETING CAN BE TURNED OVER HERE TO ANOTHER PRESENTER . . . BY SAYING: "HERE'S _____ TO DESCRIBE HOW THE EQUIPMENT IS OPERATED. PLEASE PAY CLOSE ATTENTION, SO YOU CAN TAKE MAXIMUM ADVANTAGE OF THIS COMMUNICATION TOOL.")

* * * * *

(Have Meeting Assistants distribute handout sheet labeled: CHEVROLET VIDEO CENTER QUICK-REFERENCE OPERATING INSTRUCTIONS.)

I am going to use this sheet to demonstrate to you how simple it is to run this machine. Please follow along using your handouts.

First let's take a look at the Video Center. It consists of the videodisc player, remote-control touch pad, which can be locked onto the player, a nineteen-inch color TV and a lockable storage cabinet.

The player is designed to play on either channel 3 or 4. In our area it is channel_____; therefore the television should always be tuned to channel_____. (Insert proper channel number in spaces.)

Inside the locking storage cabinet is a master power switch. Turn this on and you are ready to follow the step-by-step directions in the handout. If everyone has a handout we'll begin.

Step One: Press the "POWER" button on the front of the player. Allow a three-minute warm-up if it is the first use of the day or if the machine is physically cold. Then turn on power to the TV.

Step Two: Press the "COVER OPEN" button and lift the cover on the player. Remember the cover will not open unless the power is on.

While we execute Step Three, a disc will be passed around so you can get a better look at an actual disc. Don't be afraid to touch it; fingerprints aren't as critical as with an audio record. Greasy spots can be removed easily.

(Have Meeting Assistants pass out disc.)

As you pass that around, you notice a rainbow effect shimmers off the disc. That's coming from the pits where the picture and sound tracks are recorded.

Those pits are read by a laser beam; nothing ever physically touches the disc. The lack of friction contributes to the Video Center's great reliability. We'll talk more about that later.

Step Three: Place the disc on the spindle. Make sure the proper side is up, just like an audio record would be. Next, squeeze the two tabs labeled "LOCK" until they both click. Then close the cover.

Before we proceed to Step Four—ordinarily the touch pad should be operated right from its stand on the player—with the cord plugged in to provide a direct connection between touch pad and player.

The touch pad can be made to work by remote control, similar to the remote control on your home television or garage door opener. To do this, the connecting cord must be unplugged at both ends, and the touch pad aimed in the direction of the player so the infra-red signal can be received. But unless necessary, the touch pad should *not* be operated by remote control.

Step Four: Press the "PLAY" button on the touch pad or on the front of the player; the disc will now start spinning. In a short time the "MAIN INDEX" will appear on the TV screen.

Although this is a sales disc, all of you should pay close attention as this one disc best illustrates all the powers of the Chevrolet Video Center.

This particular disc, 1980 CITATION PRODUCT DISC, has three indexes. The "MAIN INDEX" which is now on the screen contains the motion sequences that are consumer-oriented. These sequences are very much like the information found on a Mini-Theater cartridge.

The second index has still pictures and charts which are also consumer-oriented, while the third index has training material that is not meant for the consumer.

Let's concentrate on the "MAIN INDEX" first.

You will notice a variety of subject categories preceded by numbers. These numbers are program numbers. The machine has been programmed to instantly access any of these sequences, play it and return to the "MAIN INDEX."

If you were to select and press "5," followed by "RUN/INDEX," the entire "Chevy Citation Product Presentation" would run. If you select "17, 28, 41, 54, 67 or 80," followed by "RUN/INDEX," only that specific programmed segment would run.

For example, let's say you want to view the segment, "INTERIOR ROOMINESS." Following the instructions in Step Five of the "QUICK-REFERENCE OPERATING INSTRUCTIONS," press the numbers indicated on the index, that is, "17."

If you make a mistake and press "1" then "8," for example, merely press the "CLEAR" button and then the correct numbers.

Having entered "17" on the touch pad, we are now ready to go to Step Six. To start the sequence press the "RUN/INDEX" button. The "Interior Roominess" sequence will now start. At the conclusion of this segment the player will automatically return to the "MAIN INDEX."

(PAUSE)

As you can see, the machine has automatically returned to the "MAIN INDEX." But a salesperson does not have to wait for this to happen. He can control how much of the sequence is shown.

Let's use the segment on the X-11 to demonstrate the operation of Step Seven.

Looking at the index we can see that the X-11 sequence is program number "80." Following the directions in Step Five press "80" on the touch pad. Then start the sequence by following the directions in Step Six, and press the "RUN/INDEX" button.

Now let's assume that the only information you wanted to see was the special X-11 sports striping. Once that information has played, follow the directions in Step Seven and press the "RUN/INDEX" button. As you can see, the sequence will stop playing and return to the "MAIN INDEX."

Many service discs will also come with indexes to allow the technician to instantly access only the information that is needed.

There are other features of the videodisc system that let the salesperson or the technician be in complete control of the presentation. You can stop the sequence as desired, resume normal play, go into slow motion, single step motion, or fast forward or reverse the action. These features contribute to the Video Center's great flexibility.

To help illustrate these "OTHER FEATURES" I'm going to display the frame numbers on the TV screen.

To do this, press the "FRAME DISPLAY" button on the front of the player.

Pushing this button a second time will remove the frame numbers from the screen. Also, each time you press "RUN/INDEX," the "FRAME DISPLAY" is removed.

To further illustrate features, I'm going to set the "SPEED CONTROL" lever on the front of the player half-way between "SLOW" and "NORMAL." This variable speed control regulates the speed of the slow motion feature only. We'll talk more about this later.

For our first demonstration of "OTHER FEATURES" let's use the entire Chevy Citation product presentation. I'll press "5" and "RUN/INDEX" on the touch pad.

But once you press "RUN/INDEX," the frame number is gone, so you press the "FRAME DISPLAY" button again.

Notice the frame numbers getting higher.

If I press the "STOP" button you will notice that the frame number is frozen. Also, notice that there is no sound during this, or any other, use of "OTHER FEATURES."

If I want to advance only one frame at a time, I press the "STEP" button on the right.

Notice the frame number advance one number at a time, as I press the button.

If I press the left "STEP" button, I get the reverse and the frame numbers will decrease one number at a time.

A single frame can be displayed for an indefinite amount of time without damaging the disc or the player. Technicians may find this feature particularly useful, as the program can be put on hold while a service operation is performed step by step.

To resume normal action, press the "PLAY" button. Notice the frame numbers.

To go into slow motion forward, press the "SLOW" button on the right. Notice the frame numbers slowly advancing.

You can vary this speed by moving the "SPEED CONTROL" lever on the front of the player.

(Move the control once from the extreme left to the extreme right to demonstrate this feature; then return the lever to the half-way position.)

To go into slow motion reverse, press the "SLOW" button on the left.

To stop the action, press the "STOP" button.

Remember that there is no sound during any operation other than normal speed forward. This lets the salesperson make specific comments tailored to individual prospects.

While we're speaking of sound tracks, let me make you aware of another great strength of the Video Center.

The player has the capacity for two audio tracks. In future releases, sound track number one will be in English, while sound track number two will be in Spanish.

This versatility will allow us to appeal directly to our Hispanic customers, and make service training easier for Hispanic technicians.

The audio tracks are controlled by labeled buttons on the front of the player. These act as on/off switches. When the small red pilot light above the button is lit, that audio track is "on." If the button is pushed when the light above is on, the sound on that track will go off.

On discs with only English sound track, both pilot lights may be on. But only Audio Track 1 will be providing sound, since the other track will be blank.

However, on future releases that have a Spanish sound track, Audio Track 1 will need to be "off" and Audio Track 2 "on" to provide the Spanish version. Vice versa, of course, for the English version.

The Video Center is also capable of fast forward and fast reverse.

Using the fast forward helps you to skip over pieces of information you needn't show, while fast reverse can be handy when a salesperson would like an instant replay of a particular piece of information for his prospect, or a technician would like to double-check a procedure.

To operate the "FAST FORWARD," hold down the button until the desired point is reached.

As I hold down the "FAST FORWARD" button, notice how fast the frame numbers go by. The player moves so fast that there is little time for the color synchronizers in the TV signal to be read.

The picture on the screen will sometimes appear in black and white while scanning. This is normal and there is nothing to worry about.

It is possible when using the "FAST" buttons to advance or reverse too much, and go off the edge of the disc.

If this happens, merely press the "REJECT" button on the player, and wait for the disc to stop spinning. Then press the "PLAY" button on either player or touch pad. The machine will return to the "MAIN INDEX" and be ready to accept new commands from the touch pad.

When using the "STOP, PLAY, FAST, SLOW" or "STEP" buttons, no intermediary steps are needed. You may proceed from "FAST FORWARD" immediately to "SLOW REVERSE" or from "PLAY" to "STEP FORWARD," etc.

There is no set pattern; you are in complete control. Whenever you wish to return to the "MAIN INDEX," press the "RUN/INDEX" button.

REMEMBER: If you use any of the "OTHER FEATURES" during a programmed sequence, such as the sequence number "80 on the X-11," the player will not automatically return to the "MAIN INDEX" at the end of the sequence. But you can do this manually by merely pressing the "RUN/INDEX" button, as described in Step Seven.

Also if the machine does not respond to any commands, or appears to act erratically, press: "CLEAR," "6," "CLEAR"—this will clear the machine for new instructions.

Now that you know how to instantly access a sequence automatically using the index program numbers, I'll show you how to do it manually using frame numbers.

(Press the "FRAME DISPLAY" button.)

You can instantly access any frame number by pressing the number into the touch pad and pressing the "SEARCH" button on the player.

Let's say you'd like to see the material beginning at frame number 19,850. Press that number on the touch pad and the "SEARCH" button on the front of the player. The machine will instantly go to that frame.

To start the sequence, press the "PLAY" button on either player or touch pad.

Once you have seen enough, press the "RUN/INDEX" button to return to the "MAIN INDEX"

REMEMBER: When using the program numbers, start the sequence by pressing the “RUN/INDEX” button. When using the frame numbers, start the sequence by pressing the “PLAY” button.

Whether you use the frame numbers or the program numbers the instant access will always be achieved within four seconds’ time.

Another great strength of the Video Center is its capacity for programmed learning.

Let’s go to the “TRAINING INDEX” to demonstrate this. Looking at the “MAIN INDEX” you will notice that the program number for the “TRAINING INDEX” is “500.” Press that number, then the “RUN/INDEX” button on the touch pad.

Looking at the “TRAINING INDEX,” you will notice that the program number for the “Questions For Product Proof Film” is “250.” Ultimately, service training discs will also have quizzes.

Press the number, 250, then the “RUN/INDEX” button.

A quiz on product knowledge will begin. If you answer the questions correctly, the machine will proceed to the next question.

If you answer incorrectly, the machine will play a short segment to inform you of the correct answer, and will then proceed to the next question.

For example, read the first question which is now on the screen. Take your time; the question will stay on the screen until you respond via the touch pad.

Let’s answer the first question incorrectly; I’ll press “1.”

A red still frame with white lettering will appear to inform us that we have selected the incorrect answer.

Next, the machine will automatically play a short segment to inform us of the correct answer.

Then the machine will proceed to the next question.

It will do this automatically when the correct answer is contained in a motion sequence.

Let’s answer the second question incorrectly; I’ll press “2.”

A red still frame with white lettering will appear to inform us that we have selected the incorrect answer.

Next, the machine will automatically go to a chart page which has the correct information.

Once you have read the information, press “0” to proceed to the next question because the machine does not automatically advance following a chart or still as it does for a motion sequence.

Let’s answer the third question correctly; I’ll press “2.”

A green still frame with white lettering will appear on the screen to inform us that we have selected the correct answer.

Then the machine will automatically go to the fourth question.

There are nine questions in this quiz program. Once we answer all of them, the program is finished and the machine will automatically return to the "MAIN INDEX."

But I'm going to interrupt the quiz program and return to the "MAIN INDEX," by pressing "CLEAR," "0" and "RUN/INDEX" buttons.

REMEMBER: Do not use the "OTHER FEATURES" during a quiz sequence. If you do, the machine will *not* automatically return to the next question. If there is something you'd like to review, jot down the frame number and access it *after* the quiz.

We are now ready to follow the instructions in Step Eight of the CHEVROLET VIDEO CENTER QUICK-REFERENCE OPERATING INSTRUCTIONS.

To remove the disc, press the "REJECT" button on the front of the player. Wait for the disc to stop spinning , then press the "COVER OPEN" button.

Open the cover. Grasp the spindle tabs between your fingers and pull it up while pressing the center shaft down with the thumb until it clicks. Remove the disc.

Once the disc has been removed, close the cover; turn off power to the TV first, then to the player second.

Finally, you may wish to turn off the unit at the "MASTER SWITCH" and lock the storage area.

From the demonstration, I'm sure you can see the potential for the system—both as an important tool in the selling process and as a training device for salespeople and technicians.

Backing up this system will be a wealth of programming.

In addition to the 1980 CITATION SALES AND SERVICE discs which we have already received, we will also have, as soon as available, PRO TECH, PRO TECH TRUCK and PRO SERV discs, and the first discs of the CHEVROLET SALES DEVELOPMENT SERIES—BASIC SELLING SKILLS UNITS.

In September, all 1980 product releases will be on disc, and it is the intention of the PRODUCTIVITY NETWORK to offer twice the programming minutes that it did last year.

With a start like this, it is clear that the Video Center is going to be our main communications tool of the 'eighties.

But it's only going to be as effective as we want to make it.

Don't let it become a machine sitting in the corner of the showroom.

Let's make it a standard part of our presentations to customers.

Let's take full advantage of the training programming that will be coming to us.

Let's use these programs for both meetings and self-study.

Let's use the Chevrolet Video Center to its full potential so we can cash in on the strong growth opportunities of the 1980s.

Let's use this system to help us work smarter, not harder.

(ANNOUNCE PRACTICE SCHEDULE FOR USERS OF THE CENTER BEFORE CONCLUDING MEETING.)

Individual's Guide to Using the Video Center

This guide offers specific examples for using the Video Center with the disc labeled, "SIDE ONE—CHEVY CITATION—CUSTOMER SALES PROGRAM—SALES TRAINING PROGRAM." Although this is a sales disc, this guide is meant to be used for self-training by all dealership personnel, as this one disc best illustrates all the powers and features of the Chevrolet Video Center.

Turn "MASTER POWER" switch inside storage area of Video Center cabinet to "ON" position. Load the disc following the instructions on the CHEVROLET VIDEO CENTER QUICK-REFERENCE OPERATING INSTRUCTIONS (Step 1 through 3).

THEN EXECUTE ALL THE FOLLOWING INSTRUCTIONS WHICH ARE UNDERLINED. DO NOT EXPERIMENT OR PERFORM OPERATIONS WHICH ARE DESCRIBED BUT NOT UNDERLINED IN THIS INSTRUCTIONAL GUIDE.

One of the main strengths of the Video Center is the instant-access ability of the machine. Unlike the Mini-Theater, you do not have to watch an entire presentation when using the Video Center; you can select just the sequence you want to see.

For example, let's say you want to view the segment, "INTERIOR ROOMINESS." Following the instructions in Step Five of the "QUICK-REFERENCE OPERATING INSTRUCTIONS," press the numbers indicated on the index. Press "1," then "7" on the touch pad.

If you make a mistake and press "1" then "8" for example, merely press the "CLEAR" button, and then the correct numbers.

To start the INTERIOR ROOMINESS sequence which you've selected, press the "RUN/INDEX" button (see Step Six of "QUICK-REFERENCE OPERATING INSTRUCTIONS").

The "INTERIOR ROOMINESS" segment will now start. At the conclusion of this segment, the player will automatically return to the "MAIN INDEX."

This particular disc has three indexes: the "MAIN INDEX: 1980 CHEVY CITATION PRODUCT PROOF; INDEX TWO: 1980 CHEVY CITATION SPECIFICATIONS, and INDEX THREE: 1980 CHEVY CITATION TRAINING."

The "MAIN INDEX" contains motion segments similar to the type of information presented via Mini-Theater, broken down into categories of programmed segments.

If you wanted to show the entire "Chevy Citation Product Presentation," you would select "5."

If you were to select either "17, 28, 41, 54, 67, or 90," only that specific programmed segment would run.

"INDEX TWO" contains no motion sequences. To see the contents of "INDEX TWO," press "4," "0" and "0" on the touch pad; then, press the "RUN/INDEX" button. "INDEX TWO" will now appear on the screen.

If you were to select "94, 107, 190, or 163," you would see a still frame of an action shot illustrating the vehicle testing process for anti-corrosion durability.

In cases of still frames there is no narration; the user is in control of the dialogue.

For example, to view the EPA Fuel Mileage Estimates, press "9" and "4" and then the "RUN/INDEX" button.

The first of a series of three charts with all the combinations of transmissions and engines and their respective EPA estimates appears on the screen.

Since there is no narration, the salesperson need only talk about the particular combination(s) which interest the prospect.

The first chart will stay on the screen until a new command is entered into the touch pad.

Press "0" and the second chart will appear.

Again, press "0" and the third chart will appear on the screen.

Once the last chart or still picture of a series is shown, press "0" and the machine will return to the "MAIN INDEX."

To return to the "MAIN INDEX" at any other time, just press the "RUN/INDEX" button.

The third index of this disc contains the 1980 Chevy Citation Training material. Press "5," "0" and "0" then the "RUN/INDEX" button to see "INDEX THREE."

This index contains a mixture of stills and motion segments.

A great strength of the Video Center is its capacity for programmed learning.

Press "2," "5" and "0," then the "RUN/INDEX" button. A quiz on product knowledge begins.

If you answer the question correctly, the machine will proceed to the next question. If you answer incorrectly, the machine will play a short segment to inform you of the correct answer, and will then proceed to the next question.

For example, read the first question which is now on the screen. Take your time; the question will stay on the screen until you respond via the touch pad.

Answer the first question incorrectly; press "1."

A red still frame with white lettering appears to inform you that you have selected the incorrect answer. Next the machine automatically plays a short segment to inform you of the correct answer.

Then the machine will proceed to the next question—automatically when the correct answer is in a motion segment.

Answer the second question incorrectly; press "2." A red still frame with white lettering appears to inform you that you have selected the incorrect answer.

Next the machine automatically goes to a chart page which has the correct information.

Once you have read the information, press "0" to proceed to the next question, because the machine does not go automatically to the next question following a chart or still frame, only after a motion sequence.

Answer the third question correctly; press "2." A green still frame with white lettering appears on the screen to inform you that you have selected the correct answer. Then the machine automatically goes to the fourth question.

There are nine questions in this quiz program. Answer all of them. When the program is finished the machine will automatically return to the "MAIN INDEX." (NOTE: To interrupt a quiz program and return to the "MAIN INDEX," press "0" and "RUN/INDEX" buttons.)

Now press "5" and "RUN/INDEX" on the touch pad. The program 1980 Chevy Citation will start. Next, press the "STOP" button on the touch pad.

Until now, we have been using the buttons on the bottom half of the touch pad to run programmed material automatically.

Now using the buttons on the top half of the touch pad, we will use some other features of the Video Center to control material manually. (See "OTHER FEATURES" on the QUICK-REFERENCE OPERATING INSTRUCTIONS.)

To help illustrate these other features, press the "FRM-DSP" (Frame Display) button on the front of the video player. (Pushing this button a second time will remove the frame numbers from the screen.) Set the "SPEED CONTROL" lever (on the front of the player) half-way between "SLOW" and "NORMAL."

Once again, press the "PLAY" button; notice the frame numbers getting larger. Press the "STOP" button; notice that the frame number is frozen still.

Next, press and hold the "FAST->" button; notice the frame numbers rapidly getting larger. Do this several times to get used to the speed. Then press the "<-FAST" button to reverse the action; notice the frame numbers getting smaller.

(NOTE: It is possible when using the "FAST" buttons to advance or reverse too much, and go off the edge of the disc. If this happens, merely press the

"REJECT" button on the player. Wait for the disc to stop spinning, and press the "PLAY" button on either the player or touch pad. The machine will return to the "MAIN INDEX" and be ready to accept new commands from the touch pad.)

To resume normal action, press the "PLAY" button.

To reverse the action in slow motion, press the "←—SLOW" button; notice that the frame numbers are now getting smaller.

To advance one frame at a time, press the "STEP→" button once for each single frame advance desired.

To reverse one frame at a time, press the "←—STEP" button once for each single frame reverse desired.

Notice that there is no sound during any operation other than normal playing speed forward.

When using the "STOP, PLAY, FAST, SLOW" or "STEP" buttons, no intermediary steps are needed. You may proceed from "FAST→" immediately to "←—SLOW" or from "PLAY" to "STEP→," etc. There is no set pattern; you are in complete control. Whenever you wish to return to the "MAIN INDEX," press the "RUN/INDEX" button.

NOTE: If you use any of the "OTHER FEATURES" capabilities, the player will not automatically return to the "MAIN INDEX." But you do this manually by merely pressing the "RUN/INDEX" button.

DO NOT USE "OTHER FEATURES" DURING QUIZ SEQUENCES.

As you look at the "MAIN INDEX" you will notice the program sequences are numbered. These are program numbers.

Once again, press the "FRM DSP" button on the front of the player. This displays frame numbers.

You can instantly access any frame number by pressing the number into the touch pad and pressing the "SEARCH" button on the player.

Let's say you'd like to see the material beginning at frame number 19,850.

Press "1," "9," "8," "5," "0," on the touch pad and "SEARCH" button on the front of the player.

The machine instantly goes to that frame. To start the sequence, press the "PLAY" button.

Once you have seen enough, press the "RUN/INDEX" button to return to the "MAIN INDEX."

REMEMBER: When using the *PROGRAM* numbers, start the sequence by pressing the "RUN/INDEX" button. When using the *FRAME NUMBERS*, start the sequence by pressing the "PLAY" button.

Also remember that pressing the RUN/INDEX button removes the frame display numbers.

To shut down the Video Center completely, first remove disc by following Step Eight in the CHEVROLET VIDEO CENTER QUICK-REFERENCE OPERATING INSTRUCTIONS.

(NOTE: Power must remain "on" in order for the "COVER OPEN" button to function.)

Once disc has been removed, close cover; turn off power to TV; then, turn off power to player. (You may also wish to turn off power at the "MASTER SWITCH" inside the cabinet storage area.)

Trouble Symptoms and Possible Causes

The following symptoms and checks are given to help you in the event difficulties are encountered with the operation of your videodisc player:

I. Videodisc Does Not Rotate:

- A. Is the power switch (on front panel of player) on?
- B. Is the master power switch (inside storage cabinet) on?
- C. Is the lid completely closed? Check the Cover Open Lamp.
- D. Is the Video Center plugged into the wall outlet?
- E. Is there power at the wall outlet?

II. Videodisc Rotates, But No Picture Appears:

- A. Is the TV on?
- B. Is the TV tuned to the same channel as the player's side panel Channel Selector switch? (Channel 3 or 4)
- C. Is the player properly connected to the TV? (See "Installation" section of the MCA operator's manual.)
- D. Is the videodisc installed correctly with the information side up?
- E. Is the lock down screw for the spindle transport mechanism on the left side of the player released? (Always engage this screw whenever you take the player off the stand.)

III. Poor Picture Quality or Distorted Picture:

- A. Is the videodisc installed correctly with the proper side up, and *both* "lock" tabs pressed to lock down disc?
- B. Is the player properly connected to the TV? (See "Installation" section of the MCA operator's manual.)
- C. Is the TV tuned to the same channel number as the player's side panel Channel Selector switch?
- D. Check the fine tuning on the TV. It may require touch-up to correctly fine tune the videodisc signal.
- E. Switch both the TV and the player to the alternate channel (3 or 4) and check for an improvement.
- F. Does the TV produce a good quality picture on other channels when the player is off and an antenna is used? If your TV does not produce a good picture on other channels, it will not produce a good picture from the videodisc, either.
- G. Is a good picture obtained when playing other videodiscs? If so, the problem is likely a poor videodisc and not a defective player. (See the section: A Word About Service and Warranty.)

IV. Freeze-Frame Flickers on the TV Screen:

A. This symptom does not indicate a defective player or videodisc. Some videodisc programs normally exhibit this phenomenon if their program material was not specifically produced for videodisc use. If encountered, the flicker can be minimized by pressing one of the Step Picture buttons a few times to advance or reverse the program to a nearby picture that plays without flicker.

V. Player fails to respond to commands from the touch pad, but will respond to commands from the buttons on the front of the machine:

A. If connecting wire is being used, check to make sure it is securely plugged into *both* the touch pad and the player.

B. If the wire is not being used, it must be disconnected from *both* the player and the touch pad.

C. When the wire is not being used, the touch pad is powered by a nine-volt rectangular battery. If touch pad works with the wire connected, but not with the wire disconnected, it is time to replace the battery.

VI. If the player fails to respond to command or continues to exhibit an unusual characteristic, push the "REJECT" button and after the disc has moved to the park position, push the "POWER" button. Then start the operation sequence again by pushing "POWER" followed by "PLAY."

A Word About Service and Warranty

Adjustment and maintenance of the player should be handled only by Factory Authorized Technicians, as the electronics and optics require special equipment and procedures to properly service the players. If the above checks do not correct the problem, call this toll-free number for help: 1-800-526-7050. In New Jersey call 1-800-652-2816.

Once you have called the toll-free hot line, a service engineer will return your call and try to help. If he determines the problem is with the television receiver, he will advise you to contact a local Zenith technician to make the repair. If your problem is with the disc player, and can't be solved over the phone, he will dispatch a service representative to your dealership.

If you have a problem which can be solved locally, the service representative will correct your problem at the dealership. If the problem on the videodisc player can be handled only by MCA factory technicians, then the service engineer will make arrangements to have MCA ship a temporary unit to your dealership. The defective unit will be returned to the factory for service, and after repair it will be returned to you with the temporary unit being returned to MCA.

If you suspect you have a defective disc (see TROUBLE SYMPTOMS AND POSSIBLE CAUSES section, III-G), call the PRODUCTIVITY NETWORK toll-free hot line number 1-800-521-5378. Representatives will be on hand to advise you.

If it is determined that you have a defective disc, it will be promptly replaced. Mail defective disc to:

PRODUCTIVITY NETWORK HEADQUARTERS
BOX 5038
SOUTHFIELD, MICHIGAN 48037